IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re application of   :   RENEE FRENGUT

Serial No.   :   09/825,269

Filed   :   April 3, 2001

For   :   METHOD   FOR PROVIDING   CUSTOMIZED
                                   USER   INTERFACE   AND   TARGETED
                                   MARKETING FORUM

Examiner   :   Donald Champagne

Art Unit   :   3622

Our File No.   :   1017.8003

APPELLANTS' BRIEF IN ACCORDANCE WITH 37 C.F.R. §41.37(c)

Appeal from the Examiner,

Donald Champagne, in and for

the United States Patent and Trademark Office

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1

Applicant: Renee Frengut
Serial No.: 09/825,269
Appeal Brief

TABLE OF CONTENTS

I.   REAL PARTY IN INTEREST

The party named in the caption, namely, Renee Frengut, the inventor has assigned the application subject to this appeal to EQUALITATIVE RESEARCH, INC., who is the real party in interest, i.e. the owner at the time the brief is being filed.

II. RELATED APPEALS AND INTERFERENCES

Applicant/Appellant and Appellant's legal representative, are unaware of any other appeal(s) or interference(s) which will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

III. STATUS OF CLAIMS

Claims 1-30 are pending in this application and currently stand rejected. Applicant is appealing the rejection of these claims. The appealed claims are set forth in Appendix A to this Brief.

IV. STATUS OF AMENDMENTS

No Amendments after Final have been filed.

V.   SUMMARY OF CLAIMED SUBJECT MATTER

As to Independent Claim 1, the claimed invention provides a method for generating a customized interface. See Page 5, lines 9-10. The method comprises the steps of:

(a) associating in a computer one or more ads with respective ad profiles (Page 3, lines 12-14);

(b) displaying an online page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles (Page 5, lines 17-19);

(c) associating in a computer the one or more user profiles with the respective one or more users (Page 5, lines 19-20), each user profile created from information inputted by a corresponding

user and transmitted to the computer (Page 5, lines 17-20), wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile (Page 5, lines 18-19),

determining matching ad profiles by comparing the ad profiles with user profiles for matches (Page 5, lines 24-29); and

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile associated with the user (Page 3, lines 26-28).

As to independent claim 6, the claimed invention provides a method for generating a customized interface (Page 5, lines 9-10). The method comprises the steps of:

(a) associating in a computer one or more ads with each ad having a respective ad profile (Page 3, lines 12-14);

(b) displaying a page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles (Page 5, lines 17-19);

(c) associating in a computer the one or more user profiles with the respective one or more users (Page 5, lines 19-20), each user profile created from information inputted by a corresponding user and transmitted to the computer (Page 5, lines 17-20), wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile (Page 5, lines 18-19),

lines 18-19),

determining matching ad profiles by comparing the ad profiles with user profiles for matches (Page 5, lines 24-29);

storing statistical data determined according to the matches (Page 4, lines 3-4); and

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user (Page 3, lines 26-28).

As to independent claim 9, the claimed invention provides a method for generating a customized interface (Page 5, lines 9-10). The method comprises the steps of:

(a) associating in a computer one or more ads with each ad having a respective ad profile (Page 3, lines 12-14);

(b) displaying a page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles (Page 5, lines 17-19);

(c) associating in a computer the one or more user profiles with the respective one or more users (Page 5, lines 19-20), each user profile created from information inputted by a corresponding user and transmitted to the computer (Page 5, lines 17-20), wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile (Page 5, lines 18-19),

(d) determining matching ad profiles by comparing the ad profiles with user profiles for matches (Page 5, lines 24-29);

(e) selectively including in the interface of a user at least

3

least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user (Page 3, lines 26-28); and

charging an advertiser of the ads having a matching profile in accordance with the matches (Page 3, line 29 – Page 4, line 2).

As to independent claim 12, the claimed invention provides a method for generating a customized interface (Page 5, lines 9-10). The method comprises the steps of:

(a) associating in a computer one or more ads with each ad having a respective ad profile (Page 3, lines 12-14);

(b) displaying a page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles (Page 5, lines 17-19);

(c) associating in a computer the one or more user profiles with the respective one or more users (Page 5, lines 19-20), each user profile created from information inputted by a corresponding user and transmitted to the computer (Page 5, lines 17-20), wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile (Page 5, lines 18-19),

(d) determining matching ad profiles by comparing the ad profiles with user profiles for matches (Page 5, lines 24-29);

(e) selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user (Page 3, lines 26-28); and

formatting the interface in accordance with the user profile (Page 3, lines 10-12).

As to independent claim 16, the claimed invention provides a method for generating a customized interface (Page 5, lines 9-10). The method comprises the steps of:

(a) associating in a computer one or more ads with each ad having a respective ad profile (Page 3, lines 12-14);

(b) displaying an online page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles (Page 5, lines 17-19);

(c) associating in a computer the one or more user profiles with the respective one or more users (Page 5, lines 19-20), each user profile created from information inputted by a corresponding user and transmitted to the computer (Page 5, lines 17-20), wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile (Page 5, lines 18-19),

(d) determining matching ad profiles by comparing the ad profiles with user profiles for matches (Page 5, lines 24-29);

(e) selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user (Page 3, lines 26-28); and

repeating the preceding steps each time the user accesses the interface or edits the information inputted to create the user profile (Page 8, lines 26-29).

As to independent claim 27, the claimed invention provides a

method for providing targeted delivery of an ad with an interface to a user (Page 3, lines 3-5). The method comprises the step of:

associating in a computer an ad profile with the ad (Page 3, lines 12-14);

displaying an online page to a pluralilty of users seeking information from the users and allowing the users to knowingly enter their information for knowingly creating their respective plurality of user profiles (Page 5, lines 17-19);

associating in a computer the plurality of user profiles with the respective plurality of users,, wherein each user profile corresponding to a user and created from created from information inputted by the corresponding user and transmitted to the computer (Page 5, lines 17-20), wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile (Page 5, lines 18-19);

determining matching profiles by comparing the ad profile with user profiles for matches (Page 5, lines 24-29);

if a match is determined, including the ad in the interface of a user associated with the matching user profile (Page 3, lines 26-28); and

providing the interface to the user associated with the matching user profile (Page 3, lines 18-22).

As to independent claim 30, the claimed invention provides a method for generating a customized interface (Page 5, lines 9-10). The method comprises the steps of:

(a) associating in a computer one or more ads with each ad having a respective ad profile (Page 3, lines 12-14);

(b) displaying a page to one or more users seeking information

information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles (Page 5, lines 17-19);

(c) associating in a computer the one or more user profiles with the respective one or more users (Page 5, lines 19-20), each user profile created from information inputted by a corresponding user and transmitted to the computer (Page 5, lines 17-20), wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile (Page 5, lines 18-19),

(d) determining matching ad profiles by comparing the ad profiles with user profiles for matches within a prescribed parameter (Page 5, lines 24-29);

(e) maintaining statistical data determined according to the matches such that the data is not accessible to unauthorized parties (Page 4, lines 3-5); and

(f) selectively including in the interface the one or more ads associated with the ad profiles matching the user profile within the prescribed parameter (Page 3, lines 26-28),
wherein the selection is based on the statistical data (Page 4, lines 3-7).

As a further summary, the present invention provides a consumer with a network interface tailored in appearance and content to the consumer's specifications. Page 3, lines 1-2. The invention also provides advertisers and other commercial entities with a targeted audience of consumers that increasing the likelihood of interest in an advertisement or commercial content. Page 3, lines 2-5. The customized interface is achieved by generating a computer file or

generating a computer file or "page" based on information about the user and the advertisement. Page 3, lines 10-11.

Information about the user comprises a user profile including any preferences for content or layout of the page. Page 3, lines 11-12. Information about the advertisements comprises an ad profile including a description of the ad and optionally a definition of the targeted audience. Page 3, lines 12-14. The user and ad profiles are compared to determine matches based on prescribed parameters that dictate how to relate information between the two profile types. Page 3, lines 14-16. A match is found where the ad is consistent with the user's preferences and customized page is generated which includes the matching ad(s). Page 3, 17-19. The page can be formatted to the user's defined preferences. Page 3, line 19-20. Ads not matching the user's preferences are excluded from the customized page. Page 3, lines 20-22. Thus, users only receive the types of advertisements they want. Page 5, lines 15-16.

To create the user profile, the user provides a variety of information about his/her preferences for the custom page and the information the user would like to receive. Page 5, lines 18-19. This user provided information is stored in a user profile database. Page 5, lines 19-20. Thus, when a user accesses a system, such as the Internet, a customized web page is provided as an interface, which contain selected information, advertisements and hyperlinks customized to the user provided profiles and the provided ad profiles. Page 6, lines 9-10.

VI. **GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL**

1. Whether claims 1-3, 6-10, 12-23 and 27-30 are properly rejected under 35 U.S.C. §102(b) as being anticipated by Gerace.

2. Whether claims 11 and 24-26 are properly rejected under 35

35 U.S.C. §103(a) as being obvious over Gerace.

    3.   Whether claims 4 and 5 are properly rejected under 35 U.S.C. §103(a) as being obvious over Gerace in view of Tuzhilin.

VII. <u>ARGUMENT</u>

        A.   <u>GROUNDS OF REJECTION NO. 1</u>

    1.   Whether claims 1-3, 6-10, 12-23 and 27-30 are properly rejected under 35 U.S.C. §102(b) as being anticipated by Gerace.

    As to claims subject to this Appeal, claims 1, 6, 9, 12, 16, 27 and 30 are independent claims. Dependent claim 2 stands or fall with Independent Claim 1. Independent basis for the allowance of claim 3 is provided in the argument. Accordingly, claim 3 does not stand or fall with Independent Claim 1. Dependent claims 7 and 8 stand or fall with Independent Claim 6. Dependent claims 10 and 11 stand or fall with Independent Claim 9. Dependent claim 15 stands or fall with Independent Claim 12. Independent basis for the allowance of claims 13 and 14 are provided in the argument. Accordingly, claims 13 and 14 do not stand or fall with Independent Claim 12. Dependent claims 17 through 26 stand or fall with Independent Claim 16. Dependent claims 28 and 29 stand or fall with Independent Claim 27.

<u>**Claims 1-3, 6-10, 12-23 and 27-30**</u>

    Gerace uses "cookies" to monitor a user's online activities, unbeknownst to the user. This system is fundamentally different then Applicant's claimed invention that requires the user to knowingly provide his or her preferences for the user profile.

    The appealed independent claims indicate that a user profile is created from information intentionally inputted by the user and transmitted to the computer associated with the ad profiles and user profiles. As the user inputs the information, the user knowingly and intentionally dictates what ads will be included on

the user's interface (Dependent Claim 3).

Additionally, all independent claims indicate that a page is displayed to the user seeking information from the user and allowing the user to knowingly enter his or her information for creating the user profile. Gerace clearly does not display such page for such purposes.

If an ad profile does not match the user profile created from the information inputted by the user, then the ad associated with the ad profile will not appear on the user's interface. Thus, the user's interface includes ads the corresponding to subject matter that the user has knowingly requested. Accordingly, in a sense the user is given a stamp of approval for certain types of advertisements prior to receiving the advertisements. Gerace does not provide advertisements based on preferences knowingly provided by the user. Unknown to the user, the ads provided by Gerace are determined from the user's online activities that are being monitored through "cookies". The user does not know his or her activities are being monitored or will be used to create a customized interface.

Thus, the Gerace patent fails to create user profiles based on information inputted by a user and also fails to teach of a system or method whereby the user is an active part of determining what advertisements will be displayed or sent to the user. Rather the Gerace patent monitors the activity of the user on the Internet without the user's consent or awareness of the ongoing monitoring activity by the Gerace system. Gerace uses this monitoring to predict what types of advertisements the user would like to have sent to the user's computer. As previously mentioned, Gerace uses what is commonly referred to as "cookies." No preapproval for certain advertisements by the user is provided by Gerace.

by Gerace. Additionally, the teachings of the Gerace invention would be destroyed by substituting the "cookies" user activity tracking method which has no intentional user input in contrast to Applicant's unique claimed invention, where the user knowingly provides his or her preferences on a displayed page for use in creating the user's customized interface.

Additionally, depending on the type of online activity the user performs, such user may not want a customized interface based on the subject matter of his or her online activity (i.e. where the user frequently visits pornographic websites, sensitive information websites such as Alcoholic Anonymous, etc.). Applicant's invention provides a customized interface based on information and advertisements requested by the user. Gerace's invention does not necessarily provide a customized interface that the user will want, be happy with or even contain information or advertisements that the user would have requested had the user been specifically asked.

Applicant's also notes that the User referenced in Gerace at columns 17, lines 53 to column 18, line 9 is the advertiser in Applicant's invention and is not the user of Applicant's claimed invention, which is obviously the end user. Gerace does not provide a page to the end user, as it is a cookies-based system.

Additional argument specific to claims 13 and 14
As to claims 13 and 14, there is absolutely no teaching in Gerace for having a user define the amount or percentage of space for the ads.

Additional argument specific to claim 3
As to claim 3, as mentioned above, Gerace fails to provide any teaching or suggestion for creating a user profile based on

information knowingly provided by the user.

For the above reasons, Applicant respectfully does not believe that Applicant's claimed invention is anticipated by Gerace and Applicant respectfully asks that the Examiner's rejection be reversed.

Accordingly, Applicant respectfully traverses the Examiner's rejection of claims 1-3, 6-10, 12-23 and 27-30 under 35 U.S.C. §103(a) as being anticipated by Gerace. Applicant/Appellant respectfully asks the Board to reverse the Examiner's rejection of claims 1-3, 6-10, 12-23 and 27-30.

B. GROUNDS OF REJECTION NO. 2

Whether claims 11 and 24-26 are properly rejected under 35 U.S.C. §103(a) as being obvious over Gerace.

Applicant respectfully incorporates by reference its above arguments, and respectfully submits that these four dependent claims are not obvious in view of Gerace.

There is absolutely no basis for significantly modifying an invention working off "cookies" to create Applicant's claimed invention, which is not cookies based, but based on information knowingly entered by the user to create his or her customized page. Applicant respectfully notes that if the proposed modification or combination of the prior art would change the principle of operation of the prior art invention being modified, then the teachings of the references are not sufficient to render the claims *prima facie* obvious. In re Ratti, 270 F.2d 810, 123 U.S.P.Q. 349 (CCPA 1959). Applicant respectfully submits that this is precisely is occurring by the Examiner taking a reference (Gerace) that uses "cookies" to monitor a user's online activities unbeknownst to the user and replace such system with a system (Applicant's invention) that

(Applicant's invention) that requires the user to knowingly provide his or her preferences for the user profile.

Accordingly, Applicant respectfully requests that the Board reverse the Examiner's rejections of claims 11 and 24-26.

C. GROUNDS OF REJECTION NO. 3

Whether claims 4 and 5 are properly rejected under 35 U.S.C. §103(a) as being unpatentable over Gerace in view of Tuzhilin.

Independent basis for the allowance of claims 4 and 5 are provided in this argument. Accordingly, claims 4 and 5 do not stand or fall with Independent Claim 1.

Some of the deficiencies of Gerace have been discussed above and also apply to the rejection of the claims discussed in Grounds of Rejection No. 3. Tuzhilin fails to correct these deficiencies. Applicant respectfully submits that the Tuzhilin reference fails to correct the deficiencies noted above for Gerace. Tuzhilin does not provide the teaching, suggestion or motivation for drastically changing the entire operation of how Gerace obtains the user information for creating a customized home page.

The Examiner has stated that Tuzhilin teaches that the user profile defines one or more favorite brands, which reads on advertisers or favorite products. Even if this interpretation is correct, Tuzhilin fails to overcome the fundamentally differences of how the user profile is created in Gerace as compared to Applicant's invention. Accordingly, the proposed combination of Gerace and Tuzhilin still fails to teach applicant's unique invention, as now claimed.

Thus, the preceding paragraphs provides separate patentable basis for claims 4 and 5.

Accordingly, Applicant respectfully traverses the Examiner's

rejection of claims 4 and 5 under 35 U.S.C. §103(a) as being unpatentable over Gerace in view of Tuzhilin. Thus, Applicant/Appellant respectfully asks the Board to reverse the Examiner's rejection of claims 4 and 5 under 35 U.S.C. §103(a).

In view of the above arguments, Applicant/Appellant respectfully submits that Claims 1-30 are properly allowable over the references relied upon by the Examiner for the rejections.

WHEREFORE, Applicant respectfully submits that the appealed claims are allowable over the prior art of record and Applicant respectfully requests the Board to reverse the Examiner's final rejections, and pass this case to allowance.

Any additional charges, including Extensions of Time, please bill our Deposit Account No. 503180.

Respectfully submitted,

DANIEL S. POLLEY, P.A.

By: _____
Daniel S. Polley #34,902

CUSTOMER NO. 44538

CERTIFICATION OF E-MAILING

I hereby certify that this correspondence, and any attachments thereto, is being filed via electronic mail with the Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313.1450 on the date indicated below.

Name of Person Mailing Paper	Signature	Date

14

VIII. CLAIMS APPENDIX

1. A method for generating a customized interface, comprising the steps of:

associating in a computer one or more ads with respective ad profiles;

displaying an online page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches; and

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile associated with the user.

2. The method of claim 1, further comprising the step of excluding from the interface any ads associated with an ad profile not matching the user profile.

3. The method of claim 1, wherein the user profile for each user is created from and solely based on information knowingly provided by each user.

4. The method of claim 1, further comprising the step of including in the interface ads that are related to one or more favorite category of products or services specified in the information provided by the user to create his or her user profile.

5. The method of claim 1, wherein the user profile defines a

list of one or more advertisers, the method further comprising the step of including in the interface only those ads that are associated with the advertisers listed in the user profile.

6. A method for generating a customized interface, comprising the steps of:

associating in a computer one or more ads with each ad having a respective ad profile;

displaying a page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches;

storing statistical data determined according to the matches; and

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user.

7. The method of claim 6, further comprising the step of selecting ads for inclusion in the interface in accordance with the statistical data.

8. The method of claim 6, further comprising the step of charging an advertiser of the ads having a matching profile in

16

accordance with the statistical data.

9. A method for generating a customized interface, comprising the steps of:

associating in a computer one or more ads with each ad having a respective ad profile;

displaying a page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for knowingly creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile;

determining matching ad profiles by comparing the ad profiles with user profiles for matches;

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user; and

charging an advertiser of the ads having a matching profile in accordance with the matches.

10. The method of claim 9, wherein the charging step comprises charging the advertiser in accordance with the number of users having matching user profiles.

11. The method of claim 9, wherein the charging step comprises charging the advertiser as a function of amount of space available for presenting the ad to the users.

12. A method for generating a customized interface, comprising

17

comprising the steps of:

associating in a computer one or more ads with each ad having a respective ad profile;

displaying a page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for knowingly creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches;

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user; and

formatting the interface in accordance with the user profile.

13. The method of claim 12, wherein the user profile defines an amount of space on the interface, the method further comprising the step of formatting the interface such that the one or more ads included in the interface are restricted to the amount of space defined in the user profile.

14. The method of claim 12, wherein the user profile defines an percentage of space on the interface, the method further comprising the step of formatting the interface such that the one or more ads included in the interface occupy no more space than the

the percentage defined in the user profile.

15. The method of claim 12, wherein the user profile defines a framework, the method further comprising the step of formatting the interface in accordance with the framework defined in the user profile.

16. A method for providing a customized interface to a user comprising the steps of:

associating in a computer one or more ads with each ad having a respective ad profile;

displaying an online page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for knowingly creating their respective one or more user profiles;

associating in a computer the one or more user profiles with the respective one or more users, each user profile created from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile,

determining matching ad profiles by comparing the ad profiles with user profiles for matches;

selectively including in the interface of a user at least one of the one or more ads associated with the ad profiles matching a user profile created from the information provided by the user; and

repeating the preceding steps each time the user accesses the interface or edits the information inputted to create the user profile.

17. The method of claim 16 further comprising the step of excluding from the interface any ads associated with an ad profile

19

profile not matching the user profile.

18. The method of claim 16, further comprising the step of generating the interface in real time.

19. The method of claim 16, wherein the providing step further comprises the step of providing the interface to the user in response to and contemporaneously with the creation of the user profile from the information provided by the user.

20. The method of claim 16, further comprising the step of storing statistical data determined according to the user's activity at the interface.

21. The method of claim 20, further comprising the step of charging an advertiser of the ads having a matching profile in accordance with the statistical data.

22. The method of claim 16, further comprising the step of charging an advertiser of the ads having a matching profile in accordance with the matches.

23. The method of claim 22, wherein the charging step comprises charging the advertiser in accordance with the number of users having matching user profiles.

24. The method of claim 23, wherein the charging step comprises charging the advertiser as a function of amount of space available for presenting the ad to the users.

25. The method of claim 24, wherein the charging step comprises charging the advertiser according to the number of users to whom the ad was sent.

26. The method of claim 25, wherein the charging step comprises charging the advertiser an amount determined according to a function of when the user receives the ad.

27. A method for providing targeted delivery of an ad with an interface to a user comprising the step of:

associating in a computer an ad profile with the ad;

displaying an online page to a pluralilty of users seeking information from the users and allowing the users to knowingly enter their information for knowingly creating their respective plurality of user profiles;

associating in a computer the plurality of user profiles with the respective plurality of users,, wherein each user profile corresponding to a user and created from created from information inputted by the corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized interface for each user profile;

determining matching profiles by comparing the ad profile with user profiles for matches;

if a match is determined, including the ad in the interface of a user associated with the matching user profile; and

providing the interface to the user associated with the matching user profile.

28. The method of claim 27, wherein the ad profile contains information about a targeted audience for the ad.

29. The method of claim 27, further comprising the step of including the ad in the interface on condition that the user profile is consistent with the targeted audience and the inclusion of the ad is consistent with the user profile.

30. A method for generating a customized online interface for a user, comprising the steps of:

associating in a computer one or more ads with respective ad profiles;

displaying an online page to one or more users seeking information from the one or more users and allowing the one or more users to knowingly enter their information for knowingly creating

21

creating their respective one or more user profiles;

associating in a computer the one or more users with respective one or more users profiles, wherein the users are anonymous, wherein each user profile is generated from information inputted by a corresponding user and transmitted to the computer, wherein each user personally and knowingly assists in the creation of his or her user profile by knowingly inputting the information and is aware that the information will be used to create a customized online interface for each user profile;

determining matching ad profiles by comparing the ad profiles with user profiles for matches within a prescribed parameter;

maintaining statistical data determined according to the matches such that the data is not accessible to unauthorized parties; and

selectively including in the interface the one or more ads associated with the ad profiles matching the user profile within the prescribed parameter,

wherein the selection is based on the statistical data.

IX. EVIDENCE APPENDIX

None

X. RELATED PROCEEDINGS APPENDIX

None